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ABSTRACT

These pamphlets and newsletters are products of the Reading Is Fundamental (RIF) program, which provides free and inexpensive books to children through a variety of community organizations throughout the country. The newsletter appears monthly and contains reports on specific programs, trends in the national program, RIF involvement with other reading programs, studies related to the RIF program, and book reviews. It is designed as a communication link between programs and provides publicity for RIF programs in communities. (AL)

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RIF NEWSLETTER

VOL. I ISSUE 2
JUNE 1971

READING IS FUNDAMENTAL
SMITHSONIAN INSTITUTION
ARTS AND INDUSTRIES BUILDING
WASHINGTON, D.C. 20560
202 381.6117

RIF Gets Gift Of $5,000 from Continental Oil

NEW YORK, N.Y. – The Continental Oil Company has given a grant of $5,000 to RIF to be used at the discretion of the national office.

In a letter to Mrs. Robert S. McNamara, C. Howard Hardesty, Jr., Senior Vice President of Continental Oil, wrote, "We are impressed with the purpose of your organization and the manner in which you are working to accomplish your goals.

We look forward to working with your organization and do not hesitate to advise if we can be of further help."

West Virginia Project

The $5,000 grant will be allocated to RIF in West Virginia, specifically to expand RIF in Mercer County. Peter P. Ferretti, vice president of Consolidation Coal Company, a wholly-owned subsidiary of Continental Oil in Bluefield, is participating in the project.

Jeanne Young, RIF director in the state, has volunteers ready to start on the program, and there are also plans to coordinate with the new library in Bluefield when it is built. Presently, Mr. Ferretti sees RIF working in the future with library bookmobiles, dividing them so that books for loan are in a part of the vehicle and RIF books in another.

Announcement of the grant and expansion plans for RIF in West Virginia will be made to the public shortly in Bluefield when Mrs. McNamara and Miss Young meet with Mr. Ferretti and others there.

RIF hopes to get going in Mercer County as quickly as possible so that distributions can begin by the next school year.

Thousands More Children Served As 8 New RIF Projects Start

WASHINGTON, D.C. – New Reading Is Fundamental projects, large and small, are springing up around the country with eight new ones just starting. Total RIF programs now number 18, and a San Francisco project is in the planning stage with Friends of the Library as sponsor.

With support from the Advertising Council *(see story on P. 4, Col 3)*, many more new projects are expected to mushroom.

The variety of funding is indicative of the perseverance, imagination, dedication and verve of "true believers" in RIF who are working overtime to get books into the hands of children.

New projects are:

Baldwin Park, Calif. – With the pilot program a success, the Baldwin Park Women's Club has voted to support a two-year project for four target schools next year. The pilot is presently distributing five books each to third-grade children. Mrs. Lester Dimon, club Education Chairman, reports that monies for the project are being raised through individual donations, community events and Title I funds.

Beattyville, Ky. – With the Women's Club as primary funding source, a program for 80 pre-school children is in operation. Mrs. Carol Kincaid, director of the Lee County Rural Child Care Project, aided by Mrs. Jean Townsend, a student from Lees Junior College, are taking the lead on the project.

East Los Angeles, Calif. – A special grant of $10,000 to RIF by IBM Corporation is funding a bilingual RIF experimental project in four Los Angeles elementary schools attended by children of Spanish-speaking parents. Dr. Julian Nava, President of the Los Angeles Board of Education, designated the schools where the experiment began this month and will continue through the summer.

Key Part of Study

Leo Aparicio, Director, Title VII Bilingual Education Program for Los Angeles schools, is in charge of the project. It is a key part of a RIF study for the Spanish-speaking population made possible by a grant from the National Endowment for the Humanities. The study is being conducted by Leveo Sanchez, president of Development Associates, Inc., of Washington, D.C.

Hartford, Conn. – A $70,000 RIF project starts this summer sponsored by the Hartford Public Library and funded by the local Model Cities Program. A

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Job Corps Seeking RIF Aid to Set Up Reading Centers

WASHINGTON, D.C. – Reading Is Fundamental in Washington will make presentations in Atlanta and Seattle this summer to two workshops attended by reading instructors from 60 Job Corps Centers representing the 50 states.

Eager to make paperback books available to participants in the program, W. C. Young and Charles Nalley of the Labor Department's Job Corps staff, asked RIF to take part in the workshops. The capital's RIF Director, Eleanor Smollar, and her assistant, Malcolm J. Taylor, Jr., will show instructors how a RIF program can be effectively used, demonstrating with RIF books and other materials.

The results should be RIF programs at individual centers, including book distributions and establishment of libraries.

RE 004 100

Gulf Oil Grant Aids Pittsburgh In Home Reading Experiment

Mrs. Austina Bradley, Director of RIF in Pittsburgh, accepts a check for $1,000 from Dr. Alex Lewis, Senior Vice President, Gulf Oil Corporation. Looking on are Mrs. Edward T. Eddy, wife of the President of Chatham College, and Vernon Simms, Special Assistant to the Executive Director of the Urban League.

PITTSBURGH, PA. – The Gulf Oil Corporation has given RIF in Pittsburgh a $1,000 grant to help fund an experimental Home Reading Program started in April. The experiment ends this month.

Mrs. Austina V. Bradley, Pittsburgh RIF director, said results were encouraging thus far.

Forty-seven children, pupils at an elementary school in a "typically deprived area" where parents are not participating in RIF activities, are presently visited at home once weekly by a member of an 11-man team of students and RIF staffers. The idea is to encourage and help the children read RIF books they choose at monthly school distributions. Two books are selected at each.

"We decided to try this program," Mrs. Bradley said, "because the children need help beyond RIF distributions.

"The home atmosphere is such that the children and parents are not really in touch. We have found that in some cases, parents are not even aware that their children *have* books."

To compensate for this situation, a student team of eight was recruited from the University of Pittsburgh and from Chatham and Allegheny Community colleges. Mrs. Bradley, Mrs. Lavera Brown, her assistant, and Mrs. Florence Diggs, supervisor of the Home Program, make it a team of 11 persons who spend 45 minutes to an hour once a week with each of the 47 children.

Students – in education and sociology – are paid $2.25 an hour for their work which includes a weekly evening session at a reading clinic supervised by Dr. Joseph Mahoney, of the Reading Lab at the University of Pittsburgh, and where Dr. Vivien Richmond, of Chatham College, also consults. A different speaker – a librarian, a storyteller who knows how to pique a child's interest, and other specialists – discusses problems the team finds on daily rounds.

Mrs. Bradley emphasizes that this is not a "teaching program" but a motivational one. A team member begins by reading with the child the RIF book he has chosen, helping him over the rough spots. Dr. Mahoney cautions that if a child is stumped by 20 or more words on a page, he cannot comprehend. Rather, he is frustrated, and the better way to reach him is to talk to him about his interests. That accomplished, team mem-

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New RIF P ojects

(continued from p. 1)

commission composed of representatives of the Hartford Public Library, Board of Education, Model Neighborhoods, Educational Task Force and community residents will be in charge. Edwin G. Jackson, Hartford Librarian, and Helen Canfield, Supervisor of Work with Children, head the committee to implement the program for 4,000 children in grades 1 through 8.

Playgrounds and recreation centers will be covered by two bookmobiles.

Monroe, Mich. – Ray Bottom, former principal in Monroe public schools, started a RIF project after reading an article about it. With $900 in Title I funds, approximately 1,500 children in two schools are getting RIF books.

Mr. Bottom reports great enthusiasm for RIF and is now discussing RIF expansion at a number of other Monroe schools.

Niagara Falls, N.Y. – Having read about RIF in the *Ladies Home Journal*, Mrs. Roma Turner, teacher-coordinator for the Community Educational Center here, obtained Title II (Urban Education) funds for a RIF summer project serving about 250 children. She is also trying to raise funds from other sources to enlarge the program which is based at Friendship House, recreation center.

Racine, Wis. – A pilot program, funded by the American Association of University Women, Unified School District #1, and by private donations, has proved a success for the 32 pupils at third-grade level in Garfield School, and will continue in Racine.

Mrs. Ruby Jackson, RIF director here, reports that the children, alerted to the first distribution by imaginative bulletin boards, "responded to the large display of RIF books in awe, then in excitement as they realized they could indeed choose a book and, as one child said, 'keep it forever.' "

Garfield School Principal Roger Jones commented, "The follow-up activities are providing a rich experiment in language and reading."

Syracuse, N.Y. – The RIF project here serving 19 public schools and nine parochial schools started with wide coverage in the press and on radio and television. More than 11,000 children in grades 1 through 6 are receiving their first books, for a total of five each in a school year.

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Continental Bank Leads Drive To Establish RIF in Chicago

CHICAGO – The Continental Illinois National Bank, working through its Foundation, is taking the lead in getting a RIF project for schoolchildren here underway. James F. Cooke, Vice President and Director of Civic Affairs, was host at a lunch last month where Mrs. Robert S. McNamara gave a presentation of RIF to 25 persons representing industry, banking, publishing, utilities, and community organizations.

Barbara Atkinson, Assistant Director of RIF, who accompanied Mrs. McNamara, reports that the idea of Reading Is Fundamental projects for Chicago was enthusiastically received. "If enthusiasm has anything to do with a RIF program becoming a reality," Mrs. Atkinson said, "Chicago should be blossoming in a very short time."

Attending the lunch were: Laplois Ashford, Executive Director, Chicago Urban League; Mrs. Alan Boyd; Charles E. Curry, Manager, Community Affairs, Quaker Oats Co.; William Clark, Assistant to the Publisher, Chicago Tribune; Peggy Constantine, Chicago Sun-Times; Aubrey O. Cookman, Director, Public Affairs, Universal Oil Products Co.; Ken Darre, Director, Special Events, Montgomery Ward & Co.; Philip T. Drotning, Director, Urban Affairs, Standard Oil Co. (Indiana).

Charles Ebersold, Assistant to the President, Illinois Bell Telephone Co.; John J. Egan, Container Corporation of America Foundation; William G. Klupar, Manager, Community Relations and Publications, Peoples Gas Co.; Mrs. Ferd Kramer, League of Women Voters of Illinois; Reverend and Mrs. Richard A. Lawrence; Charles Levy, Charles Levy Circulating Co.; Warren A. Logelin, Vice President, Amsted Industries, Inc.

Arthur R. McQuiddy, Director, Public Affairs, International Harvester; Robert H. McRae, The Chicago Community Trust; Robert F. McShane, Commonwealth Edison Co.; Joseph J. Palen, Coordinator, Community Affairs, Signode Corp.; Col Ralph R. Springer, Manager, Public Affairs, Chicago Association of Commerce and Industry; Ruth Tarbox, American Library Association; Hugh R. Tassey, Director, Educational and Community Services, Montgomery Ward & Co.; Mrs. Harry Weese; Lloyd E. Williams, Vice President, Public Affairs, Container Corporation of America; Mrs. Norman Anderson, Citizens Information Service.

RIF Newsletter
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Mrs. Robert S. McNamara
Chairman, National Advisory Board
Jerrold Sandler
Executive Director
Barbara Atkinson
Assistant Director

RIF Pilot in Washington Testing Program in Community Parks

WASHINGTON, D.C. – Continuing to experiment in getting books into the hands of children, the local RIF project here has contracted with the National Capital Area Park Service to provide a 10-week Bookmobile program this summer at community parks in the inner city.

If successful, the pilot program could be the forerunner of a nationwide RIF type of program as part of the National Parks program called Parks for All Seasons.

Other Park Programs

Malcolm J. Taylor, Jr., with two assistants, will coordinate the pilot program, using the RIF Bookmobile.

His operation will include both books for loan and RIF books to give to children to keep as their own.

In addition, RIF has ordered books for the following Park Service programs – Sports and Family Activities, Nature and Environment, Drama, Spanish Festival. Total cost for the program is about $5,500.

Dwight Yellen to Help In RIF Distribution

NEW YORK, N.Y. – Dwight Yellen, president of Select Magazines, Inc., and chairman of BIPAD (Bureau of Independent Publishers and Distributors), is RIF's latest volunteer in a vital area – the efficient and speedy handling of paperback book orders from local RIF projects throughout the country.

"Delays in shipments of books have held up distributions and discouraged many RIF volunteers," Mrs. Robert S. McNamara said. "Mr. Yellen's help is most welcome, and we are most grateful for it. We look forward to working with him.

Mr. Yellen, who said paperback wholesalers are uniquely set up to handle RIF book orders, will organize a pilot operation to isolate the problems of local RIF projects.

He hopes to produce both a RIF Manual of Operations for distribution to wholesalers and inform distributors about RIF, thus speeding local orders for books.

Gulf Oil Gift

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bers search RIF stocks to find books of direct interest to the child.

"We see changes taking place," Mrs. Bradley said. "The children look forward to the visits, and their parents – perhaps for the first time – become involved in the child's learning. On my way through the neighborhood one afternoon, I heard a woman say to another, 'The RIF reader is coming today. I've made some cookies and Kool-Aid for him.' Another mother called to report that 'LeRoy cried and cried because John didn't come.' John, the reader, was sick that day."

Reading was especially difficult in one apartment because of dim light. To economize on electricity, the family uses the smallest bulbs available.

"We have a fund for such contingencies and the team member brought a larger bulb. It's called 'Elizabeth's Reading Light Bulb' and it is used only when Elizabeth reads," Mrs. Bradley related.

Each child has his small "New Words Notebook," a game now, with most children eager to have as long a list as possible. They know they must really *know* the word before it is entered in the ledger.

BOOK REVIEW

RIF has been working to stimulate the writing and publishing of pertinent books for Mexican-American, Puerto Rican, American Indian, Appalachian, black urban and rural elementary schoolchildren, as well as helping to create the demand, and thus the market, for relevant books in inexpensive, paperback editions.

In her speech at the International Reading Association, Mrs. McNamara commented, "We are working hard to persuade publishers, who should know better, that hardcover books costing $3.95, relevant or not, will have a small market indeed among poor people. But the poor would probably buy them if the books were in 50-cent, paperback editions.

"We are now creating a market for the inexpensive paperback; we hope that publishers and distributors will return the compliment and print the books and get them into the communities where they will sell. It is certainly in their own dollars-and-cents interest to do so."

Publishers are beginning to respond to the increased demand for elementary school level books for black children. Following are some new titles in paperback:

- **Black Is Beautiful** by Ann McGovern – Scholastic 60¢
- **John Henry** by Ezra Jack Keats – Scholastic 65¢
- **Stevie** by John Steptoe – Scholastic 75¢
- **Jasper the Drummin' Boy** by Margaret Taylor Burroughs – Young Readers Press, Inc. 50¢
- **What Mary Jo Wanted** by Janice May Udry – Young Readers Press, Inc. 75¢
- **Evan's Corner** by Elizabeth Starr Hill – Holt, Rinehart & Winston (Owlet Book) $1.45
- **A Certain Small Shepherd** by Rebecca Caudell – Holt, Rinehard & Winston (Owlet Book) $1.35
- **Dead End School** by Robert Coles – Dell Publishing Co. (Yearling Book) 75¢

Black Is Beautiful is a picture book for all ages. In poetic language and in photographs, the book creates the image of black as beautiful.

John Henry, a picture book telling the story of the mighty Negro hero of American folklore – the man "born with a hammer in his hand" who challenged the new steam drill to a contest of strength.

Stevie was written and illustrated by John Steptoe, a young black artist, when he was only 17. Since then he has written **Uptown**, reviewed in the first issue of *RIF Newsletter.* A new book, **Train Ride** is scheduled for Fall publication. **Stevie** is about a boy, Robert, who resents the younger Stevie who has come to stay at Robert's house. Robert sees Stevie as only a pest until Stevie's mother and father send Stevie away. It is then that Robert begins to miss him and thinks that Stevie wasn't such a nuisance after all. This is a book of special interest and is pertinent to the experiences of black children.

Jasper the Drummin' Boy is about a little black boy whose mother wanted him to be a concert pianist – except that Jasper wants to be a drummer, like his father's father. He gets into all sorts of trouble because of his need to be drummin' during his free time. His talent is at last appreciated and his dream is fulfilled. He gets to take drumming lessons.

What Mary Jo Wanted is a simple story of a little black girl who wants a puppy and proves how responsible she can be by taking very special care of her little dog.

Evan's Corner is about a little black boy who longs for a place he can call his own. In a two-room flat, where he lives with his parents, three sisters and two brothers, this is quite a problem. But his mother points out there are eight corners in the apartment, one for each member of the family and Evan immediately picks the best corner, the only one with a window, and fills it with his things. Spending much of his time alone in his corner, he finds that something is missing. With his mother's help, he learns the satisfaction that comes from sharing.

A Certain Small Shepherd is a Christmas story, set in Appalachia, about a mute child and a black couple who seek shelter while their baby is born.

Dead End School, the story of Jim, and his mother who leads a neighborhood protest against the dilapidated condition of the local school.

Additional new ethnic titles in paperback are scheduled for this summer and fall of this year. They will be reviewed in *RIF Newsletter* as soon as they are published.

Ad Council OKs RIF on Public Affairs Roster

NEW YORK, N.Y. – Reading Is Fundamental will be included in the Public Service Advertising Bulletin of The Advertising Council in its issue of September-October 1971. RIF won approval for this important area from the Bulletin Acceptance Committee of the Council's board of directors this past April.

Approval by the Council for listing in its Bulletin means that media – print, radio, television – will be advised that RIF has met the Council's criteria and that editors and station owners and managers may include RIF's advertising campaign in the public service space or time they give free of charge.

Top Market Areas

Any public service organization which seeks this essential endorsement by the Council must meet its strict measurements, not only in goals that are nationwide, but also in its budgeting. The Council has a number of major campaigns such as The American Red Cross, Traffic Safety, Urban Coalition, etc.

As a newcomer, RIF will not have major project standing but will be one of those defined as "additional public service themes to which media and advertisers may wish to give extra support."

Important to understand is that no publication or radio or television station is obliged to donate space or time to any campaign. RIF is hopeful, however, that its radio and television spots and its print ads will be sufficiently compelling to win approval by publishers and broadcasters.

The initial plans for RIF's campaign cover the top 100 market areas. The campaign will be created by an advertising agency, one that RIF hopes to attract for a voluntary public service campaign.

New RIF Projects

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Announcing the program were Mrs. Bernice Robertson, Coordinator, School Volunteer Program, Dr. Donald Lammers, Assistant Director of Special Projects, and Mrs. Charles Ross, chairman of RIF in Syracuse.

Title I funds totaling $32,000 will support the project this year. Mrs. Robertson reports, "Volunteers have been fabulous."

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RIF NEWSLETTER

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READING IS FUNDAMENTAL
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RIF Makes TV Debut on David Frost

RIF made its national television debut this month when Mrs. Robert S. McNamara was interviewed on The David Frost Show.

Lugging her heavy bag of books on stage because "people should see our books," Mrs. McNamara told how RIF was founded and what it does. When David Frost asked her if she had a final word to say to viewers who wanted to start their own RIF projects, Mrs. McNamara's sign-off was, "Yes, indeed. Write to me at RIF, Smithsonian Institution, Washington."

The David Frost Show is seen in 75 cities. The program with Mrs. McNamara was seen Thursday, Aug. 26, in: Atlanta, Ch. 5; Baltimore, Ch. 13; Boston, Ch. 4; Chicago, Ch. 5; Cincinnati, Ch. 12; Cleveland, Ch. 5; Columbus, Ch. 6; Dallas/Ft. Worth, Ch. 39; Dayton, Ch. 22; Detroit, Ch. 50; Houston, Ch. 2; Lancaster, Pa., Ch. 8; Los Angeles, Ch. 11; Miami, Ch. 4; Monterey, Calif., Ch. 46; New Haven, Ch. 8; New York, Ch. 5; Philadelphia, Ch. 3; Pittsburgh, Ch. 2; Reno, Ch. 4; Washington, D.C., Ch. 5; Youngstown, O., Ch. 27.

The list of other cities and dates where it will be seen later follows:

September 1: Burlington, Vt., Ch. 3; September 2: Bangor, Ch. 2; Buffalo, Ch. 2, Champaign/Urbana, Ill., Ch. 15; Erie, Ch. 35; Henderson/Las Vegas, Ch. 5; Indianapolis, Ch. 4; Jacksonville, Ch. 4; Kansas City, Mo., Ch. 5; Louisville, Ch. 41; Milwaukee, Ch. 6; New Bern/Greenville, N.C., Ch. 12; Phoenix, Ch. 10; Portland, Me., Ch. 6; Portland, Ore., Ch. 12; Portsmouth, Va., Ch. 10; Providence, Ch. 10; Rochester, N.Y., Ch. 13; San Diego, Ch. 10; Schenectady, Ch. 6; Seattle/Tacoma, Ch. 11; Springfield, Ill., Ch. 20; Tucson, Ch. 4.

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RE004 100

Advertising Campaign for RIF Gives Pinocchio Starring Role

The public-service advertising campaign for Reading Is Fundamental gets underway in September, its theme: "If America is to grow up thinking, Reading Is Fundamental."

Created by the Al Paul Lefton Co., the advertising agency that volunteered to design RIF's campaign, print advertisements and radio and television commercials feature a lively Pinocchio urging the public to "find out what you and RIF can do in your community."

RIF's goal is to move individuals and organizations to establish RIF projects in their own communities, and to win business support.

The campaign was made possible by The Advertising Council which approved RIF for public-service advertising time and space on television and radio and in magazines. The Council's Public Service Advertising Bulletin will list RIF for such time and space in the months of September and October.

Mrs Robert S. McNamara, RIF's national chairman, has initially bolstered the ad campaign with personal calls on broadcast executives at ABC, CBS, NBC, Group W and Metromedia, and on publishers of mass-circulation magazines, to ask their cooperation in using RIF's ads.

Stephen E. Kelly, President of the Magazine Publishers Association, wrote to the 400-some members of his organization to ask them to back the RIF campaign, and a number of broadcast executives will send personal notes to TV and radio stations urging the use of RIF's commercials.

The Al Paul Lefton Co. produced the campaign in record time, starting with a two-hour meeting with Mrs. McNamara where her detailed answers to questions about RIF were recorded for Al Paul Lefton, Jr., President of the agency; Grayson Lathrop, Executive Vice President and General Manager; Herbert Rosen, Account Executive; Richard Eskilson, Creative Director. A few days later, Messrs Lathrop, Rosen and Eskilson flew to Washington to ask more questions of RIF staff members and attend two book distributions held in the park.

A week later, Dick Eskilson was ready with commercials and ads. The agency's Senior Art Director, Howard Antman, had created an agile, appealing Pinocchio. Ten days after that, print ads were being completed and commercials recorded.

The TV commercials, done in 60-, 30- and 20-second versions, open with a swooshing sound of the sea as a fat whale fills the screen. The whale opens his mouth and Pinocchio hops out.

"Hi, folks," he says. "I'm interrupting my adventures to talk to you about kids who don't know my story.

"Boys and girls from homes without books. Millions of kids – black, white, yellow, red . . . all races – don't know about me. Or Cinderella. Or real people in books like Jim Thorpe, Martin Luther King, or Juarez. Getting the books into the hands of these boys and girls is what

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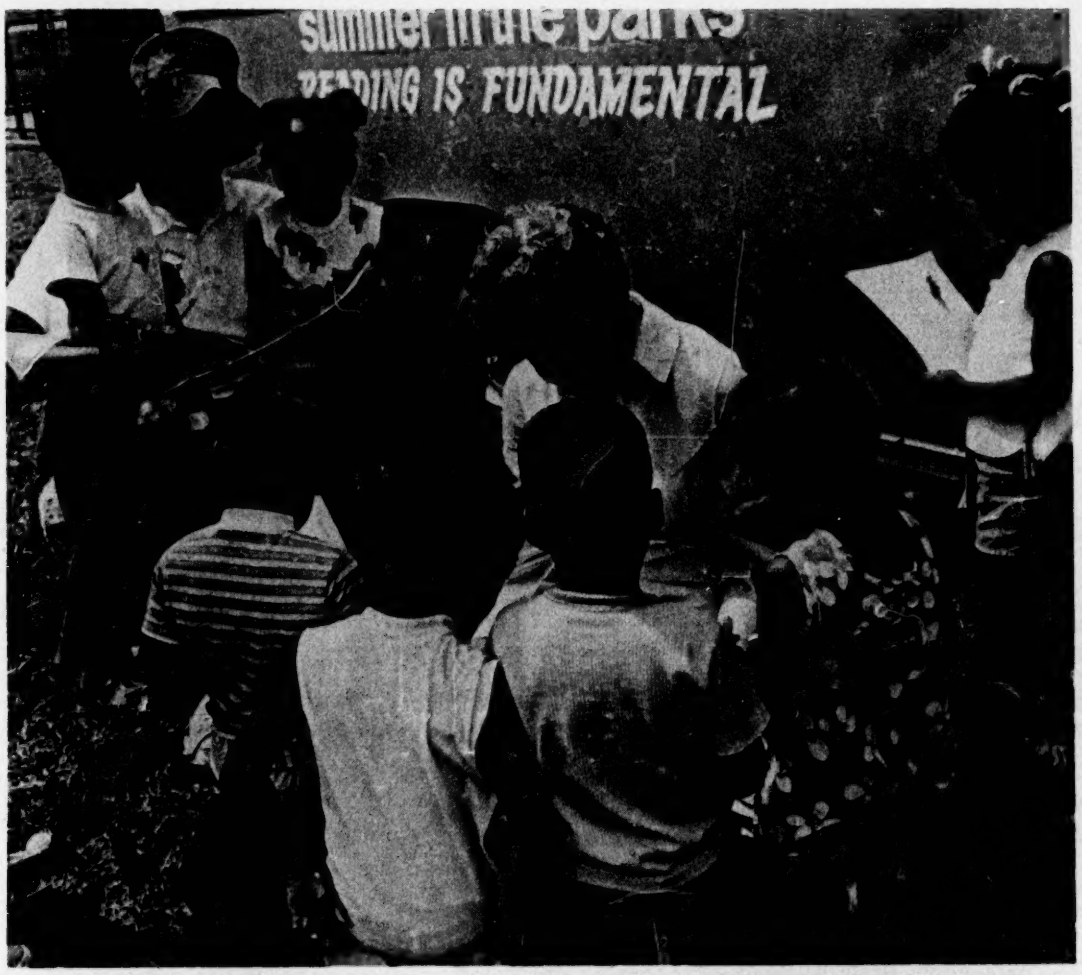
How You Can Help RIF's Ad Campaign

Your local television and radio stations should have RIF's commercials. You can telephone, or write, or pay a call on station heads in your area and urge them to use the commercials in public-service time. If for some reason they have not received the commercials and wish to use them, telephone RIF (202) 381-6117 with the exact names and addresses. RIF will get the commercials to them.



In Anacostia, at the joint RIF-National Parks program, Coordinator Malcolm J. Taylor, Jr., encourages children to read while Eleanor Smollar, D.C. Project Director, reads to another group next to the "smiling" tree Bookmobile.

Joint RIF-Parks Project Serves 10,000 Children

About 10,000 children in Washington, D.C., were served by the joint RIF-National Parks give-and-lend book program this summer. Five thousand books were distributed to children to keep as their own.

Coordinator of the 10-week, joint venture, Malcolm J. Taylor, Jr., using his extensive community knowledge and experience, advertised the program with hundreds of brightly colored leaflets. These were distributed by RIF and Park personnel in the neighborhoods of each of the 10 locations where the Bookmobile made weekly stops. The Bookmobile carried the legend "Summer in the Parks – Reading Is Fundamental," and had rows of "smiling" trees painted on the sides.

Children entered from the rear of the Bookmobile, examined books on shelves, chose those they wanted – either to keep or to borrow.

By the second week of the project, youngsters were queued up for a block at each location, waiting to give the Bookmobile a loud welcome. Children in day care centers, pre-school and other summer projects were brought by center leaders to participate.

A visit to a community park any summer morning would find large groups of children clamoring for books. Once books were chosen, groups split up with older children reading to younger ones, young children reading to each other, and teachers reading to the pre-schoolers.

At one point or another during most mornings, Malcolm Taylor, looking like the Pied Piper, could be seen leading 25 to 30 pre-schoolers through traffic to the park. If a pre-school teacher was absent for any reason and the children were not on hand, Mr. Taylor made certain the young ones did not miss the weekly book visit.

Another 4,000 books, selected from the RIF list by D.C. Project Director Eleanor Smollar for the National Parks Caravan project, were also distributed this summer to other D.C. children.

BOOK REVIEW

A unique Ethnic Drama Series, published by New Dimensions Publishing Co., Inc., a new firm, has been developed from direct classroom experience. Dialogue is contemporary, the language of the students themselves portraying events in the lives of historic figures.

Titles Follow

Each book, illustrated with action photographs and written on a high-interest, low reading level, makes history come alive. Where RIF has used this material in D.C. pilot projects, young people respond with great enthusiasm.

Some of the titles in paperbacks ($1.00 each), Reading Level Grade 4-5, Interest Level Grade 4-12, follow:

The Genius of Benjamin Banneker, by John Hines: Banneker, black mathematician and astronomer, played a major role on the commission that surveyed the land for the District of Columbia. The story covers a period when the young winner of a school science contest must prove himself a second time to his skeptical peers.

Crispus Attucks, by Thomas Anderson: The story of a young black American patriot killed in the Boston massacre of March 5, 1770, while leading a group of angry colonists protesting oppressive conditions.

The Boyhood Adventures of Frederick Douglass, by John Hines: The 16-year-old Frederick, who masterminded a plan to escape from a slave plantation, discovers that he and his companions have been betrayed, but he escapes with three friends. Later, after extraordinary adventures, he returns to lead the others to freedom.

Harriet Tubman, by Donald Smith: This re-enacts the daring deeds and ferocious fight for freedom by the woman who has come to be called the Moses of her people.

Luis Muñoz Marin, by Juan Rodriquez: The play dramatizes the views and struggles, the vision and courage of the man who became the first elected Governor of Puerto Rico.

Martin Luther King, Jr., by Nathan Uwen: Drama of the life of young Martin Luther King and his later achievements.

–Eleanor Smollar

Test Proves Daily Use of Books Sharply Spurs Reading Interest

A modest experiment sponsored by RIF at the Adams public school in Washington, D.C., offers proof positive that when children are exposed to books daily – books they want, books they can take home to read at will – interest in books and reading dramatically rises.

With a grant of $1,000 given by an interested Washington resident, RIF tested paperback libraries in eight individual Adams School classes.

Reading "Spurted"

Results reported by the eight teachers involved include:

- Interest in reading "spurted."
- Children "read a great deal more than ever before."
- All teachers "read to the children many more books than they had ever read to them before."
- "No way they would have read that much otherwise."
- Although no teacher claimed that *all* children were stimulated to read "for fun and interest," they did feel that "for many of the children, books were definitely becoming a way of life."
- An often-repeated question from teachers and children: "How can we get books like these again next year?"

The Adams School was chosen for a number of reasons: the principal, Thom Brown, approved of the RIF idea; Adams is run by a Community School Board which usually means high parental interest; it is an ungraded elementary school where teachers are encouraged to be creative and not to depend exclusively on textbooks.

The eight classes consisted of four with approximately 30 children in each, aged 6-7, with reading abilities ranging from non-readers to 4th grade, and four with about 32 children in each, aged 7-10, reading abilities ranging from non-readers to 6th grade.

Books were selected for variety, reading range and ethnic appeal, and included those most popular in the D.C. RIF project. Many new ones were added to test their appeal. Each class received about 400 books with the first delivery of 250 made in late January, and 50 more to each class in March, April and May. Feeding in new titles generated fresh enthusiasm and excitement.

The paperbacks were in excellent condition at the end of four months' use. Teachers, surprised at the condition of the books, said they felt that "interest and pride in their library and knowledge that they would be able to take some books home to keep as their own at the end of the year seemed to make the children especially careful with them."

The report concludes: "The need is great for a wide variety of paperback books in the classroom. To stimulate the habit of reading spontaneously for fun, books must be readily available at all times."

Copies of the Adams School Classroom Project Report, by D.C. Project Director Eleanor Smollar, are available by writing to RIF in Washington. With its details of the experience of each class, and the positive results of the experiment, the report could well be used to persuade individuals and organizations to sponsor local projects.

"Teachers are hungry for new materials to aid them in developing innovative approaches to learning. Used creatively, a book can become a meaningful experience for a child as well as fun. The interest of one child in a title frequently triggers the desire of others to read it.

"Books going home from classroom regularly serve as a bridge from school to home. For the early grades at least, they take the place of formal homework and perform a more satisfying role for both children and parents.

"Children are more at ease with paperback books in the classroom because teachers are not as concerned with their preservation as they are with expensive, hardcover books. . . Paperback books are less expensive, more expendable, and teachers more relaxed in their use.

"The potential of having the opportunity to select books to take home for one's own at the end of the school year appears to be an incentive to take good care of them.

"Pride of ownership evidently extends to the entire classroom library."

The report carries a list of the books used and individual reports by each of the eight teachers.

RIF Staff Attends 3 Key Conventions

Work at three key national conventions this summer by RIF staff members has brought hundreds of requests for guidance in developing local RIF projects.

Requests are coming from delegates to the National Urban League and National Education Association conventions, both held in Detroit, and the annual meeting in Dallas of the American Library Association.

Barbara B. Atkinson, Assistant Director for RIF, reports high interest by National Urban League convention participants, with plans to follow up with local League representatives in various parts of the country.

Similar enthusiasm was evident at the American Library Association where Jerrold Sandler, RIF Executive Director, and Malcolm J. Taylor, Jr., RIF Project Community Coordinator in Washington, D.C., talked at length with ALA representatives.

At the NEA meeting, Sandler gave a number of presentations and conferred with educators interested in exploring the use of RIF projects in their areas.

David Frost

(continued from p. 1)

September 4: St. Paul/Minneapolis, Ch. 5; September 8: Tampa, Ch. 13; September 9: Bellingham, Wash., Ch. 12; Denver, Ch. 9; Grand Rapids, Ch. 8; New Orleans, Ch. 6; Roanoke, Va., Ch. 10; Rockford, Ill., Ch. 17; St. Louis, Ch. 11; Tulsa, Ch. 2. September 16: Richmond, Va., Ch. 8; September 30: San Jose, Ch. 36.

RIF Newsletter
Smithsonian Institution
Arts and Industries Building
Washington, D.C. 20560
(202) 381-6117

Mrs. Robert S. McNamara
Chairman, National Advisory Board
Jerrold Sandler
Executive Director
Barbara Atkinson
Assistant Director

RIF Advertising Campaign

(continued from p. 1)

the national program – Reading Is Fundamental – is all about.

"RIF has found out that when kids choose the book they want because they're interested in the subject, and they own it . . . that makes reading fun. And when reading is fun, it's just FUN-damental. Books widen a kid's world. Their abilities. Their whole life.

"Every community needs RIF. Find out what you and RIF can do in your community. Just write RIF, Smithsonian Institution, Washington, D.C. 20560. Right now. If America is to grow up thinking, Reading Is FUN-damental."

Radio commercials are basically the same.

Two print ads, for consumer and business publications, are done in page- and column-size. The full consumer ad shown here reads:

"Give Pinocchio a Job in Your Community.

"What experience has he had?

"Ever see the eyes and hear the 'ohs' of kids chattering, pushing and exclaiming around tables piled with books? That's what Pinocchio can do. And Cinderella. And real people, too, like Martin Luther King, Jim Thorpe and Juarez.

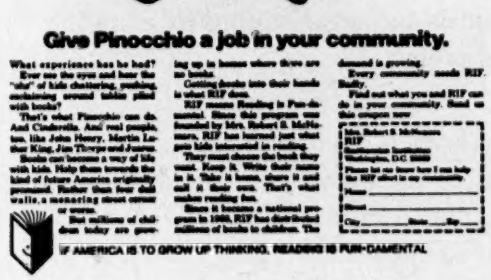
"Books can become a way of life with kids. Kids who read graduate from the tight little island they're born on, brought up on, and sail off anywhere, anywhere. To the kind of future America originally promised rather than four dull walls, or a menacing street corner or worse. But millions of children today are growing up in homes where there are no books. Getting books into the hands of children is what RIF is doing.

"RIF means Reading Is Fun-damental. In the first few years since this national program was founded by Mrs. Robert S. McNamara in Washington, D.C., RIF has learned just what gets a kid interested in reading for keeps. The boy or girl must have the freedom to choose the book they want. And when they can keep it, write their name in it, take it home and share it and call it their own – that's what makes reading fun.

"Wherever RIF goes and however it distributes books, we find that children are hungry for them. Hungry for subjects close to home at first. Then those little miracles begin to happen. Children grow in their reading tastes. Pictures get to matter a little less. The subject gets further from home. The world expands and so does their vision. So do their abilities.

"Since it became a national program, RIF has distributed millions of books to children. The demand is growing. Black, white, yellow, red – all races in all places are eager for books they can't afford.

"Every community needs RIF. Badly. There are many ways that you can help



Give Pinocchio a job in your community.

What experience has he had?

Ever see the eyes and hear the 'ohs' of kids chattering, pushing, exclaiming around tables piled with books?

That's what Pinocchio can do. And Cinderella. And real people, too, like John Henry, Martin Luther King, Jim Thorpe and Juarez.

Books can become a way of life with kids. Help them towards the kind of future America originally promised. Rather than four dull walls, a menacing street corner or worse.

But millions of children today are growing up in homes where there are no books.

Getting books into their hands is what RIF does.

RIF means Reading Is Fun-damental. Since this program was founded by Mrs. Robert S. McNamara, RIF has learned just what gets kids interested in reading.

They must choose the book they want. Keep it. Write their name in it. Take it home, share it and call it their own. That's what makes reading fun.

Since it became a national program in 1966, RIF has distributed millions of books to children. The demand is growing.

Every community needs RIF. Badly.

Find out what you and RIF can do in your community. Send us this coupon now.

Mrs. Robert S. McNamara
RIF
Smithsonian Institution
Washington, D.C. 20560

Please let me know how I can help the RIF effort in my community.

Name _____

Street _____

City _____ State _____ Zip _____

IF AMERICA IS TO GROW UP THINKING, READING IS FUN-DAMENTAL

the RIF effort. Find out what you and RIF can do in your community. Send us this coupon now and we'll let you know.

"If America is to grow up thinking, Reading is Fun-damental."

A coupon, addressed to Mrs. McNamara at RIF, The Smithsonian Institution, reads: "Please let me know how I can help the RIF effort in my community."

The business ad reads: "Put Pinocchio On Your Payroll.

"What experience has he had? Same as Robinson Crusoe, Cinderella and real people, too, like Jim Thorpe, Martin Luther King, Juarez. These are characters and people children want to read about. Children who read are not drop-outs. Your company won't spend dollars teaching them to read.

"You see the difference every day between the job applicant who breezes through your application and the one who's intimidated by each blank space.

"The difference has lots to do with their interest in reading. An interest that widens their world. Their vision. Their abilities. An interest that has to begin young."

After explaining RIF, the ad concludes: "All kinds of companies are helping. There are business benefits for you. RIF needs your support. Badly. We'd like to tell you more about how you can work with RIF and know its rewards. Write to Mrs. Robert S. McNamara, RIF, Smithsonian Institution, Washington, D.C., 20560."

New Paperbacks In Juvenile Field

Doubleday, Random House, and Holt, Rinehart & Winston have recently published juvenile paperbacks – titles from the backlists of each.

Doubleday's new paperback line, Zephyr Books, includes picture books as well as books for grade schoolers. The paperbacks sell for 75¢ and 95¢.

Random House's junior paperback line, Windward Books, is drawn from combined backlists of Random House, Knopf, and Pantheon. They sell for 75¢ and 95¢.

Holt, Rinehart & Winston's Owlet Books have been selected from Holt's picturebook backlist and are a quality paperback line. Prices range from $1.25 to $1.95.

Collier plans to launch a line of picturebook paperbacks this fall.

Titles of many of these books will be listed in RIF's Guide to Book Selection, Supplement #2.

Book List Supplement #2

Supplement #2 of the RIF Guide to Book Selection will be available for those who wish to have it by October. Please write RIF in Washington for your copies.

Pittsburgh Fire

A fire in the building where Pittsburgh RIF stores its paperbacks damaged thousands of dollars worth of books this past June. Mrs. Austina Bradley, Project Director, said that new books have been ordered for Fall distribution. The books were insured.

ED 063076

Marland Makes Federal Funds 'Official' for RIF (Story P. 5)

RIF NEWSLETTER

VOL. I ISSUE 4
NOVEMBER 1971

READING IS FUNDAMENTAL
SMITHSONIAN INSTITUTION
ARTS AND INDUSTRIES BUILDING
WASHINGTON, D.C. 20560
202 381.6117

RIF Programs Now Total 36; 16 Are New

RIF projects now total 36, including 16 new projects. Five more are developing, and "there is a potential of hundreds more, based on the sincere, earnest letters we are receiving from people everywhere," Acting Executive Director Eleanor B. Smollar reports from the National RIF office.

Twelve of the new projects were uncovered through a survey of correspondents (see questionnaire story on p. 2).

The new projects are in San Francisco; St. Petersburg, Fla.; Mount Ayr, Iowa; Owenbsoro, Ky.; Indian Island, Maine; Baltimore; Framingham, Mass.; Jackson, Miss.; Flemington, N.J.; Cincinnati; Plymouth Meeting and Towanda, Pa.; Houston and Seguin, Texas; Bluefield, W. Va.; Gillett, Wis.

Five new projects in development are: Pasadena; Chicago; Rockville, Md.; Niagara Falls, N.Y.; Reading, Pa.

Earlier established projects are: Flagstaff, Ariz.; Baldwin Park, East Los Angeles, and Santa Fe Springs, Calif.; Hartford, Conn.; District of Columbia;

(continued on p. 3)

RIF Staff Changes

A number of staff changes were announced at the RIF National Advisory Board meeting last month.

Jerrold Sandler is on special terminal assignment until January 15, 1972. Mrs. Eleanor Smollar is now serving as Acting Executive Director of the National RIF program. Mrs. Barbara Atkinson has been appointed Program Director of National RIF. Malcolm Taylor, Jr., succeeds Mrs. Smollar as D.C. Project Director.

All communications should be directed to Mrs. Smollar or Mrs. Atkinson.

RE 004 100

Pinocchio Campaign Brings Broad National Response

Magazines, TV, Radio Generous In Time, Space

Ninety-six per cent of all homes with television are being exposed to Pinocchio's message about Reading Is Fundamental. Radio coverage is giving RIF an audience of more than 10 million listeners. Magazines, thus far, are carrying the RIF campaign to 39 million readers.

In all, broadcast and print media are giving RIF at least $2 million in time and space for announcements and publicity.

"The enthusiasm for RIF and for Pinocchio, the generosity of all the media has been really wonderful," Mrs. McNamara said. "I do not know how to begin to say thank you to the networks – ABC, CBS, NBC – to Group W, Metromedia, Corinthian, to local stations, to Public Broadcasting Service, to publishers.

"And of course, thank you to the Al Paul Lefton Company that created the Pinocchio campaign. Its appeal is evident in the broad use of our ads and spot announcements."

One hundred and forty-five TV stations are using the 20-, 30-, and 60-second spots. Radio stations carrying the 30- and 60-second spots total 134. Public Broadcasting Service, in its Programming Memo to educational television stations, urged the stations to use RIF's announcements. Thus far, Pinocchio is telling the RIF story on PBS TV stations in eight states.

Alert RIF project directors have been responsible for a number of local radio and television stations using the announcements, having called, written, or visited station managers to tell them about RIF's Pinocchio campaign.

Magazines that have used RIF advertisements, or expect to use them, include:

(continued on p. 3)

Inquiries Seek Data to Organize Projects

Pinocchio is producing results for RIF.

The appealing, little, wooden puppet's public-service messages for Reading Is Fundamental, now being seen on television, heard on radio and read in national magazines, are stimulating response from Americans in every section of the country.

For the two months in which the campaign has been running, response to the public-service advertisements and concurrent publicity is averaging a little more than 1,000 inquiries per month, for a total of 2,098 as of October 31. At least one-third of them are potential new projects, according to Mrs. Robert S. McNamara, Chairman, RIF National Advisory Board.

The inquiries are coming from individuals, organizations, schools, libraries – all seeking information about RIF, many wanting to organize local RIF programs, most of them wanting to help however they might. Members of 45 different local branches of the American Association of University Women have written, eager to know how they can establish RIF in their cities or towns. Library commission members in various states are requesting information. A number of Title I supervisors in public schools in large cities want to know more about how they can include RIF in local programs.

Ten members of individual chapters of the Jaycees have responded; 25 Community Action Programs (Office of Economic Opportunity) in different areas want to know more about RIF; Urban League officials are interested. About 40 Day Care and Head Start centers have written, eager to have RIF operating for their youngsters.

(continued on p. 6)

RIF Fairs Sell 26,676 Books

St. Louis school children carefully examine the wares on sale at the RIF Book Fair.

Close to 27,000 books were sold to children and their parents at RIF book fairs in Pittsburgh and St. Louis this year. The fairs were held at schools where children have been receiving RIF books free over the past two years.

In Pittsburgh, at fairs in 26 schools between February and August this year, children and parents bought 20,142 books priced at 10 cents each. Enrollment at the schools totals 13,922.

Mrs. Austina V. Bradley, Pittsburgh RIF Director, said that those involved in RIF "realize the awakening that has taken place, the value that parents and children place on owning books that they have selected themselves."

In St. Louis, a RIF Book Fair, held March 25-April 2, was attended by students and parents of four schools. Book prices ranged from 20 to 50 cents. A total of 5,718 were sold, Mrs. Donald H. Eldredge, RIF volunteer, reports. During the summer at three small fairs on the Public Library lawn, 816 books were sold.

Questionnaire Reveals 12 New Projects

A simple questionnaire mailed to 3,114 individuals, schools, libraries and organizations in touch with the National RIF office over the past two-and-a-half years has uncovered 12 new RIF projects. (See Projects story on Page 1.)

A total of 112,619 books have been given to 28,570 children in the new projects.

Most are located in rural or small towns except for a Title I program in Houston which has given 22,558 children 90,323 books. Of the 12 projects, seven were funded through Title I, making a total of nine Title I-funded RIF projects (the other two are in Syracuse, N.Y., and in St. Louis). One project was funded by Title III in Mississippi.

Response to the questionnaire, as of September 30, was high, a little more than 18 per cent, or 562 respondents. The returns are still being tallied.

In addition to the new projects reported, 63 persons indicated they had taken some initiative to develop RIF in their communities, and 72 named organizations with which they are affiliated "that would be interested in sponsoring a RIF program." The latter are being followed up by RIF Program Director Barbara Atkinson.

Mrs. McNamara to Speak At Reading Conference

As a result of her appearance on the David Frost Show in August, Mrs. Robert S. McNamara will be speaking to the Fifth Reading Conference to be held by the Mid-Cities Council of the International Reading Association February 26 in Lynwood, in the Metropolitan Los Angeles area.

Theme of the conference is READING IS FUNDAMENTAL.

Hulda Biel, Council program chairman, wrote Mrs. McNamara, "Your presentation on the David Frost Show called you to our attention as one who could help us organize reading programs in our nearby communities. Your leadership in directing avenues of service would be most helpful."

Mrs. McNamara will speak to the 300 persons expected to attend the meeting.

San Francisco 'Pretests' Books for New Projects

The San Francisco Friends of the Library, preparing for the first RIF distribution in early January, held a Book Selection Fair this month. At the opening of the Fair, a gift of $10,000 to the project from the San Francisco Foundation was announced.

Malcolm Taylor, Jr., D.C. RIF Project Director, flew to San Francisco to consult with the Friends of the Library on operating the project, and to talk with the parents and children to be served.

Mrs. Jule Johnson, San Francisco RIF Project Director, had on exhibit several hundred books for parents and children to examine to determine which books most interest the youngsters.

Ed Morgan Backs RIF On ABC Radio

ABC Newscaster Edward P. Morgan devoted a television broadcast and a radio broadcast to RIF in October.

He said, in part, "In the richest nation in the history of the world, there are thousands of schools with no library facilities whatsoever, many states in which entire counties sustain no library services whatever, and millions of children who have never owned a book. . . .

"It may seem strange to a well-read, Book-of-the-Month Club, middle-class American, but to these children in Arizona, Appalachia, or the nation's capital, a book is treasure."

After explaining RIF, Morgan described it as "something of a conspiracy against an incredibly stuffy educational establishment, a movement pushing the revolutionary doctrine that reading is a right, and fundamental to a child's future success."

Media Help

(continued from p. 1)

Atlantic Monthly, Chicago Guide, Christianity Today, Dun's Review, Ebony, Esquire, Good Housekeeping, Harper's, House Beautiful, McCall's, McGraw-Hill publications, *Ladies' Home Journal, Newsweek, Reader's Digest, Smithsonian, Sports Illustrated, Time, Top Operator* (Farm Journal publication), *U.S. News & World Report*, Washington, D.C. *Spectator, Field & Stream.*

There may be other publications that have not yet informed RIF of the use of the ads.

Many publications responded to the memorandum from Stephen E. Kelly, President of the Magazine Publishers Association, urging use of the ads.

The wide acceptance of the public-service ads is particularly gratifying since RIF is not a major campaign but an "additional" one approved by The Advertising Council to which media need not give time or space if they so choose.

Although RIF's months were designated by the Council as September and October, RIF has appealed to so many that numbers of television and radio stations have told RIF they will use the announcements "until further notice," or "for six months," "frequently," or "the whole year," or "so long as the print holds up," or "as often as possible," or "indefinitely."

In addition to the spot announcements, Mrs. McNamara appeared on the David Frost Show, seen in 75 cities; on Midday, WNEW-TV, New York; on McLean & Co., KYW-TV, Philadelphia. She was interviewed in *The New York Times* and *The Philadelphia Inquirer. The New York Times News Service* syndicated the article to its member newspapers across the country.

The interviews and articles have brought additional response.

1st Pinocchio Project Developing

The first project being organized as a result of the public-service campaign is in Reading, Pa., where Mrs. Lois C. Shultz, Project Organizer, reports that thus far there are two probable sponsoring groups and that she hopes a RIF program will be operating early in 1972.

RIF Projects at 36; 16 New

(continued from p. 1)

Auburndale, Fla.; Columbus, Ind.; Manhattan, Kan.; Beattyville, Ky.; Centreville, Md.; Monroe, Mich.; Prentiss, Miss.; St. Louis; Syracuse; Cleveland; Philadelphia; Pittsburgh; Huntington, W.Va.; Racine, Wis.

Here are some details on the new projects:

San Francisco – Mrs. Jule Johnson is director of the project sponsored by Friends of the Library. (See P. 2.)

St. Petersburg, Fla. – The Women's Society of Christian Service of the United Methodist Church, working with the Concerned United Methodist (CUM) of the St. Petersburg District Society, has distributed 550 books to 75 children, using the YWCA building as a center. Mrs. Samuel D. Bankston started the program after reading about RIF in the *Ladies' Home Journal.*

Mount Ayr, Iowa – Russell M. Boyd, Federal Programs Director, started a RIF project with Title I funds, providing 626 books for 313 children.

Owensboro, Ky. – Title I funds have provided 2,000 books to 180 children in the Owensboro Public Schools, Virginia Fulcher reports. The program began after the school psychologist, Dr. Desmond Wilber, returned from a national convention with RIF literature.

Indian Island, Maine – Title I funds, $750 for books and a sum for administrative costs for a RIF project at the Wabnaki Learning Resource Center, will finance a program there, Project Organizer Michael Ranco reports.

Baltimore, Md. – First distribution was made this month to 250 children in the Fourth Grade at two schools, Project Organizer Mrs. Lee Neff reports.

Framingham, Mass. – Title I funds bought 800 books for 200 children in one school, Rita L. McLaughlin reports, adding that "the children have been very enthusiastic about the idea."

Jackson, Miss. – Under E.S.E.A. Title III, and working with the Amory Public Schools and the Mississippi Library Commission, Mrs. Beverly Herring, of the Commission, reports that about 5,000 books were placed in 100 homes as portable libraries for an entire family. Each package contained 50 books, ranging from picture books for pre-schoolers to low-vocabulary, high-interest books for adults.

Flemington, N.J. – Using Title I funds, Mrs. Evelyn Stewart, of the Barley Sheaf School Library, working with Raymond Pavell, in charge of Title I Summer School Programs, has started a RIF project. Sixty children have been given 120 books.

Cincinnati – Ten thousand books have been given 3,375 children in the RIF project, funded by Title I. Lenore D. Wirthlin, Administrative Supervisor of Reading in the Cincinnati Public Schools, reports the project is serving 15 schools.

Plymouth Meeting, Pa. – Twelve hundred books were distributed to 182 children in the RIF project begun by Geraldine K. Gipson, in charge of Title I programs in the Colonial School District.

Towanda, Pa. – Norman C. Martin, Mulberry Street School, reports a RIF project started by the school district with Title I funds. Thus far, 100 children have been given 500 books.

Houston – Title I funds have bought 90,232 books for the RIF project serving 22,558 children in 24 Title I target schools. The program was initiated by Laura Mewhinney, Program Information Officer, Federal Program Office, Houston Independent School District, after she read about RIF in *Saturday Review, Research Report* and other publications. (See summer program story on Page 6 for more news of Houston.)

Seguin, Texas – Mrs. Roy J. Enquist, working at Emanuel Lutheran Church, raised funds privately to start a RIF project for 30 youngsters in grades 1-3. Each first grader was given five books; the children in second and third grade received three books each. "We are following up with reading sessions at the public library once a week with volunteer high school students. For every five books a child reads, he is given a free one." If the child cannot get to the library, a volunteer reads with him at home. Mrs. Enquist added, "The program fills a tremendous void."

Bluefield, W.Va. – One thousand books have been distributed to 1,000 children in Mercer County. By the end of the school year, each child will have been given five books, Project Director Mrs. Cora Mae Johnson reports. Parent volunteers from Head Start, RIF sponsor, and the local Community Action Program are driving children to distribution points on RIF days.

Gillett, Wis. – Robert E. Welty, working with Joyce Keislish, a teacher in Elcho, Wis., reports that the RIF program gave 1,397 children 1,500 books.

RIF Project Notes

Mrs. M. F. Townsend, Centreville, Md., RIF Project Director, writes, "Way back when we started this thing, I was only half sold on the possible effectiveness. Since we have been out in the boondocks (on distributions), I know we are doing something worthwhile, and I, who am supposed to be able to express myself in writing, am not able to say here what I feel. These kids get to me."

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In Beattyville, Ky., Women's Club members have volunteered to work in RIF book distributions. Director Carol Kincaid also reports that she has been invited to Ashland, Ky., to speak to the Women's Club there on how to organize a local project.

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A Book Party this month started the school year for RIF at the Garfield School in Racine, Wis. The party was attended by Paul Bishop, President of the Racine School Board, and covered by WTMJ-TV, a Milwaukee station, and *The Milwaukee Star*. Mrs. Ruby Jackson, Project Director, had 360 books on hand for 120 children – three for each. Edwin W. Hutchins, Coordinator, Marketing Department, Walker Manufacturing Co., which makes automotive parts, is RIF Business Manager in Racine, concentrating on fund raising and special events like the party.

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In Syracuse, N.Y., Project Director Bernice Robertson reports an increase in the number of schools RIF will be serving this year – a total of 31, including 22 public and nine parochial schools.

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In Hartford, Conn., the Model Cities-funded RIF project now has a new mobile unit fitted with wall shelves. Thus far, Hartford RIF has distributed 1,100 books, Mrs. Sheila Scott, Project Director, reports.

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From Flagstaff, Ariz., RIF Director Charles Supplee reports that in addition to giving books to children, Teacher Corps internes have established three lending libraries and plan two more. Called RIF libraries, the three are now serving 3,600 youngsters. With five in operation, books will be available to 5,000 children and 1,000 adults this year. Meanwhile, Director Supplee is covering 10 communities – and 800 miles a month – in the RIF Bookmobile.

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Julie Kline, RIF Director in West Virginia, is traveling more than 600 miles weekly, covering 14 locations to bring books to 700 children. This summer, her volunteer RIF Bookmobile driver was a Marshall College Professor of Social Studies.

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Christmas card sales are financing book distributions to 1,500 children in Columbus, Ind., Mrs. Robert Newsom, RIF Director, reports.

In Baldwin Park, Calif., the Women's Club sponsoring RIF held rummage sales during the summer to raise funds for books. Mrs. Lester Dimon, Project Director, reports they are now planning "Book Showers" where each member will bring at least one new paperback book selected from *RIF's Guide to Book Selection*.

Cash Contributions for RIF Sent as Result of Drive

The public-service campaign does not ask for financial contributions, but there have been a number, ranging from $1,000 to $1. Unsolicited contributions total $1,293 as of November 15.

The $1,000 was sent as an anonymous gift. A Pasadena resident sent $200; a Manhattan attorney gave $50; the $1 contribution was mailed in a plain envelope, a one dollar bill – no name, no message.

Most are $5 and $10 checks from all parts of the country.

RIF Newsletter
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Mrs. Robert S. McNamara
Chairman, National Advisory Board

Eleanor B. Smollar
Acting Executive Director

Barbara Atkinson
Program Director

BIPAD Mails Manual To 535 Distributors

Dwight Yellen

Through the good offices of Dwight Yellen, President of Select Magazines, Inc., and chairman of BIPAD (Bureau of Independent Publishers and Distributors), a packet describing RIF and the market it is creating for paperback books is being mailed this month to 535 book and magazine distributors.

Written by Robert E. Keegan, Sales Manager, Book Department, Select Magazines, the packet contains a history of RIF, its rapid growth, and emphasizes the profit potential for distributors.

The How-To manual explains how projects order books, gives details on discounts, and other technical information. Mr. Keegan also underscores the importance of the program to the country, using RIF's campaign slogan, "If America Is to Grow Up Thinking, Reading Is FUNdamental."

D.C. RIF Sets Up in Center For Planned Parenthood

A Planned Parenthood Center in Washington, D.C., is a new outlet for RIF books and three other centers in the District are expected to follow suit. This is part of the continuing experimentation by the D.C. Project.

Mrs. Betty Hunter, Director, Parkland Planned Parenthood Center, is the first to adopt the RIF idea.

"The mothers are almost always accompanied by small children," D.C. Project Director Malcolm Taylor, Jr. reports. "The youngsters really enjoy the books, and mothers are happy about it. There's a fringe benefit, too. A kid is quiet with his nose in a book."

Mrs. McNamara At Opening Of West Virginia Project

In Bluefield, Mrs. McNamara shows RIF books to (seated, left to right) Mrs. Brook Robinson, City Librarian; Mrs. McNamara; Mrs. Gertrude Platnick, member, Bluefield Library Board, and (standing, left to right) Henry Warden, member, Bluefield Library Board; Mrs. Cora Mae Johnson, RIF Director in Mercer County; James R. McCartney, Consolidation Coal Co.; Mrs. Scott Schott, member, Bluefield Library Board; Julie Kline, Director, RIF in West Virginia.

Mrs. Robert S. McNamara flew to Bluefield, West Virginia, last month to announce the expansion of RIF in that state, made possible by a gift of $5,000 from the Continental Oil Company, and to attend the first distribution of Mercer County RIF.

She was joined at a press conference in the library of the City Building in Bluefield by Julie Kline, Project Director, RIF in West Virginia; Mrs. Cora Mae Johnson, local RIF Director; Peter P. Ferretti, Vice President, Consolidation Coal Company, and James R. McCartney, Director, Community Relations, Consolidation Coal. Continental Oil is the parent company of Consolidation Coal.

McCartney is also president of the Board of Education in Monongalia County, and chairman of the Board of Directors, West Virginia Foundation for Independent Colleges.

The RIF project for Mercer County will be coordinated with a new Mercer County Library designed to serve Bluefield and the rest of the county with bookmobiles. The latter will be divided into two sections, one carrying books for loan, the second section paperbacks to give, free, to children.

Mrs. McNamara said, "We are grateful and very much encouraged by Continental Oil's generosity and farsightedness. This is the kind of business responsibility that makes good sense for all of us."

She added that the RIF in West Virginia office, headed by Miss Kline, will be working closely with Mrs. Johnson on the Bluefield project.

Ferretti, a member of the Bluefield Library Commission, said that "RIF will complement and enhance the library expansion program." McCartney, announcing the gift of $5,000, said, "Our company will encourage its Pocahontas Fuel Company Division employees, many of whom live in the Bluefield area, to support this program and stimulate interest in it in future years."

RIF in 'Discovery Kits'

The Boys' Clubs of America is including *RIF's Guide to Book Selection* in its Discovery Kit for 1972.

The Discovery Kit is sent to 325 coordinators of the reading motivation program for about 15,000 youngsters. David F. Wynn, Program Director, said the guide provides "fantastic references."

Federal Funds OKd for RIF

U.S. Office of Education Commissioner S.P. Marland, Jr., in a memo to "Chief State School Officers" last month commended RIF to their "consideration for active support."

Noting that some communities have already used Title I, II, and III funds "to good advantage for supporting Reading Is Fundamental activities," Commissioner Marland, in his memorandum of October 27, wrote, "This national activity being advanced by volunteer leadership is completely compatible with our Right to Read program, and is commended to your consideration for active support."

He also said, "As you know, reading improvement is a priority concern within the Office of Education. . . Achieving interest in books through ownership can produce motivation for reading where little or none existed before.

"Reading Is Fundamental is a program developed through private efforts to provide self-selected books to children. It has operated in many urban and rural areas to give books a new value and perspective in the communities visited. . ."

Commenting on Dr. Marland's memo, Mrs. McNamara said, "Although Education Act funds have previously been used to support individual RIF projects, the Commissioner's outright support for RIF is a tremendous breakthrough. He makes it official. This is splendid for projects in Title I, II and III areas.

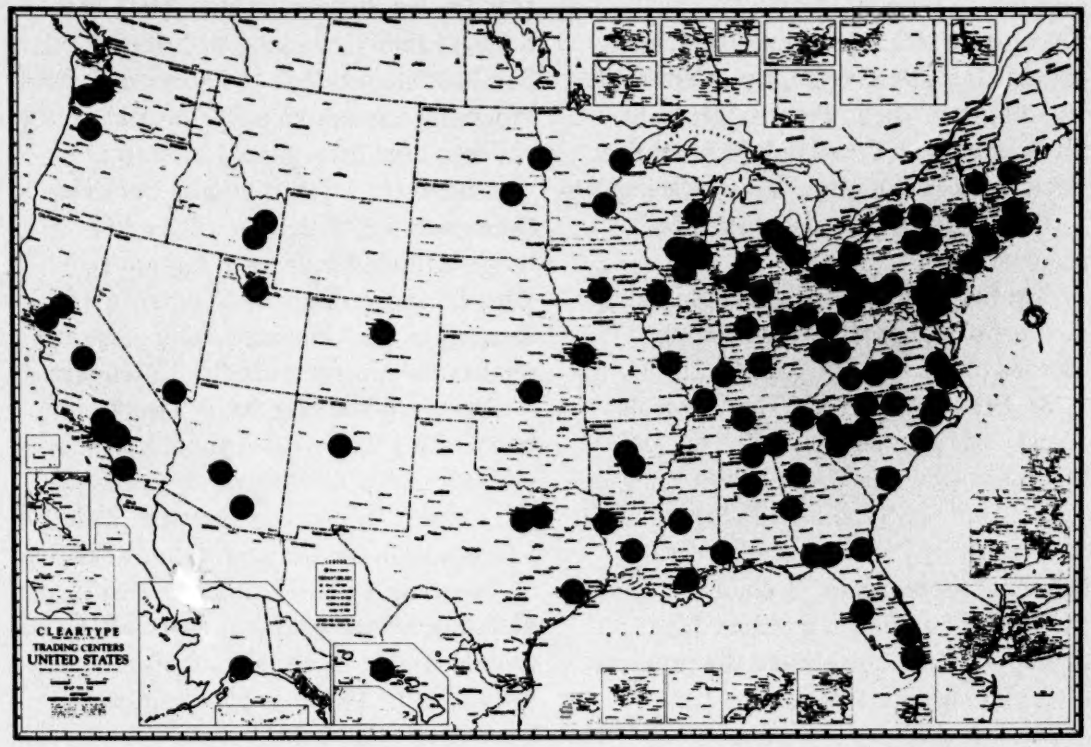
"But we must continue to seek private contributions to organize projects in other areas and to operate National RIF."

BOOK NEWS

J.T. by Jane Wagner, Photographs by Gordon Parks, Jr., Dell (Yearling Book) 75¢. The re-creation in photographs and text of the Peabody Award-winning television play. The story is about a one-eyed alley cat, adopted by J.T., a ghetto child, that changes J.T.'s life and the lives of those around him.

These Were The Sioux by Mari Sandoz, Illustrated with original Indian art, Dell (Yearling Book) 75¢. An informative volume covering customs, beliefs, philosophy and practical wisdom of the Sioux.

National Response to RIF



Map shows TV coverage only of RIF's Pinocchio campaign – 145 stations.

(continued from p. 1)

There are inquiries from large cities and small towns, from school principals, members of boards of education, teachers; from parents, PTA members, businessmen; from social workers, secretaries, librarians; from members of diverse social and civic groups.

"It is apparent that we have struck a nerve in many people," Mrs. McNamara says. "I believe that so many Americans are frustrated by the feeling that they are helpless before the vast problems that face our country and the world, that RIF offers a highly gratifying, at-home project for them. They can see tangible results.

"They know the children they are helping. They see response, enthusiasm, warmth."

Inevitably, there are letters and postcards from parents and children asking for books. Regretfully, RIF must tell them that the national office does not give books. Mrs. Eleanor B. Smollar, Acting Executive Director of RIF, unable to resist some of the painstakingly printed letters from children who ask for "a book for me and my two sisters and my brother. Could we have one book for all of us?" has lightly raided the D.C. RIF Project to fill those small requests.

The RIF national office has devised a reply system, sending to individuals who write or send coupons from the magazine advertisements a "response package" consisting of a note from Mrs. McNamara thanking them for their interest and encouraging them to work with RIF in some way, a card which they must fill in and mail to RIF if they wish to receive the *RIF Newsletter*, and a brochure telling what RIF is, how it works, the results it gets, and listing a number of ways in which they can work with RIF.

Recognizable names and organizations are answered with letters tailored to their special interests and needs. Such inquiries include, for example, the person in charge of the Office of Program Planning of the Mayor's Committee for Human Resources Development in Detroit; the consultant to the Children's Book Selection Center of the Arkansas Library Commission; the Special Assistant at the Harris County Community Action Association in Houston; the project director of Teleread in the San Diego County Education Department; the Education Coordinator of the Highland Park, Mich., Model Cities Program; the director of the Libraries Department, Board of Education, Newark, N.J.

RIF's rapid response to inquiries has produced some pleasant surprises for those seeking information. One letter, from a business executive in Long Beach, Calif., read, "Usually when I ask something of 'Washington,' the reply is as sterile as the thought that went into making up whatever they have to offer. Not so with your bright and informative reply to my request for more information on RIF." He added that he wanted to inform his "children's principal" about RIF, that his wife would see how to involve the PTA, and that his company might well contribute funds to RIF.

One woman who saw the TV spot sent an anonymous donation of $1,000; another, from a poor neighborhood in an urban area, contributed $1.

RIF's Response Package; How You Can Use It

You can inform potential project organizers, contributors, volunteers and others about RIF – quickly, simply, easily – by giving them the Response Package designed to answer inquiries. Write to the RIF office in Washington, D.C., for a supply.

Summer Programs Give 30,932 Children 78,143 Books in Six Projects

Summer program reports, still incomplete, add up thus far to almost 31,000 children given and/or loaned more than 90,000 books this year in six RIF projects around the country. Reports from other projects will considerably increase these figures.

The six reporting are:

Centreville, Md. – Two hundred children were given 600 books to keep, and were able to borrow 1,500.

Houston – Nine thousand children were given 27,000 books.

Huntington, W. Va. – Seven hundred children were able to borrow 3,000 books; 70 received 350 books to keep as their own.

Pittsburgh – Thirty-two children were given 193 books. The planned RIF summer program was halted by a fire in the warehouse where books were stored. New books could not be ordered in time for a full program.

St. Louis – Seven thousand children were given 35,000 paperbacks during the summer.

Washington, D.C. – Fifteen thousand books were given to 14,000 children; 10,000 books were circulated on loan to the youngsters; 200 were sold.

In all, 30,932 children received books; 78,143 books were given free; 14,500 were on loan; 1,016 were sold.

– – –

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ORDER SHEET

PUBLICATIONS

1. RIF's Guide to Book Selection

One copy	Free
More than one copy	$1.00
More than 50 copies	$0.50

2. RIF's Guide to Book Selection, Supplement 1

One copy	Free
More than one copy	$0.50
More than 50 copies	$0.25

3. RIF's Guide to Book Selection, Supplement 2

One copy	Free
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4. Action For Change (Descriptive Brochure)

One copy	Free
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5. RIF's Guide to Developing a Program

One copy	Free
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OTHER AVAILABLE FREE MATERIAL

1. Adams School Classroom Book Project Report

   Special RIF Project in a Washington, D. C. school.

2. Bequest of Wings

   Film of Pilot Project in the Washington, D. C. schools.

Make check payable to Smithsonian Institution RIF.

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RE 004 100

READING IS FUN-DAMENTAL

What is RIF

Reading Is FUN-damental is a national program designed to motivate children to read by using a simple device: Give children inexpensive, attractive, paperback books about things they know—people, characters, history, events, ideas that interest them; let them freely choose the books they want from a wide selection approved by educators; let them *keep* the books.

In most instances, the books they take home are the very first books they have ever owned. For the children served by RIF are among the millions who come from homes where, usually, there are no books, where no one reads for reference, or learning, or just for enjoyment.

These are the children who live in the urban black ghettos, on Indian reservations, in Appalachia's hollows, in Chicano and Puerto Rican *barrios*, in rural areas in the deep South, and elsewhere. They are children with no incentive to read. And their futures are predictable—as narrow and unrewarding as the world they live in.

But, RIF has found a way to widen the world of these children. Wherever it is in operation, more children are reading—for fun; and they are learning, too.

RIF gets results

Nationwide reports tell us what happens when RIF introduces books to children.

- Shortly after RIF began in one community, the school's library circulation *doubled*.
- A year-and-a-half after RIF was introduced in a poor neighborhood, parents and children *bought* 17,000 paperbacks at a project book fair.

- In another area when the program began, RIF's "best seller" was "Batman." But a year later, E. B. White's "Charlotte's Web" led the list.
- Teachers *constantly* ask, "Where can we find books like these? The children love them."

Who runs RIF How does it work

From Houston to St. Louis to Pittsburgh, in Mississippi, Arizona, West Virginia, and elsewhere, each RIF project is *locally* organized, *locally* run, and supported by *local* funds raised in the community.

The projects are large and small. They range from a program for 32 third-grade youngsters in Racine to one serving 22,000 children in Houston.

Sponsors are many and varied organizations and/or individuals, or a combination of the two. Among them are large corporations, boards of education, women's clubs, alumni associations, foundations, libraries, civic organizations. Just about anyone can organize a RIF project.

In Washington, the national RIF office serves as a clearing house, providing guidance, technical advice, conducting workshops in how to organize and run projects, serving as go-between to bring together persons in various cities, towns and states who want to start projects.

RIF began as a modest experiment funded by the Ford Foundation, housed in the Smithsonian Institution. Its reputation spread and soon local projects were mushrooming around the country. Since RIF began, more than 2 million books have been distributed to about half a million children.

Wherever RIF is in operation, it is creating in children a new awareness of what books hold for them, introducing children to the use of libraries, motivating children to buy books to learn, to read for pleasure.

What you can do about RIF...

- *As an Individual . . .*

  You can explore with like-minded friends, neighbors and colleagues, the possibilities of organizing a local project.
  You will need to know how you can obtain local financial support to buy and distribute books. National RIF will show you how to organize and run a successful project.

- *If You Belong to an Organization . . .*

  (the PTA, Chamber of Commerce, local chapter of the Urban League, Rotary Club, a woman's club, Jaycees, neighborhood or trade association, or any other civic, fraternal, business or social group)
  You can propose that your group, or a combination of two or more, sponsor RIF as a year-round, local, public-service activity.
  Or, you can send us the name of the group's president, or professional director, or chairman of the program committee, and we shall send, at your suggestion, information about RIF.

- *You Can Contribute Money . . .*

  Buy books for those RIF projects where local funds are virtually non-existent—like Mississippi, Appalachia, Indian reservations and others. (All contributions are tax deductible.)

- *Your contributions go a long way . . .*

  $ 2 buys 5 books for one child

$ 10 buys 5 books each for 5 children
$ 20 buys 5 books each for 10 children
$ 50 buys 5 books each for 25 children
$ 100 buys 5 books each for 50 children
$1,000 buys 5 books each for 500 children

(Checks and money orders should be made payable to: RIF-Smithsonian Institution.)

- *Inquire About Federal Support . . .*

  Federal funds can be used to buy paperback books to give to children to keep as their own. (The Elementary and Secondary Education Act — Titles I, II, III — and the Model Cities Law — Public Law 89-754 — can provide funds for books.)
  You can make certain your local public schools and libraries are taking advantage of these funds.
  If you send us the names of Board of Education members, principals and teachers, and librarians in your community, we shall tell them about RIF and send them *RIF's Guide to Book Selection.*

- *Work With Others . . .*

  If you want to be in touch with others in your area who would like to start a RIF project, or who already have one in operation, we can let you know where they are.

In sum

RIF's goal is to show children the range of treasure, now and in the future, they will find in books. They cannot know what is in them unless they have the books from which to learn.
Do join us — in any way you can.

NOTE: RIF also has special programs for corporate sponsorship.

RIF/Smithsonian Institution/Washington, D.C. 20560

IF AMERICA IS
TO GROW UP THINKING

READING IS FUN-DAMENTAL